

**Subject:** Re: Innovate DTLA Leadership Symposium Discussion Group Assignments & Instructions  
**From:** Nick Griffin </O=LABID/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=NICK GRIFFIN300>  
**Date:** 06/16/2016 08:06 PM  
**To:** Noah Strouse <noah@historiccore.bid>

Yeah, very strange. I'm going to forward the other one last time for the hell of it, let me know if it comes through.

**Nicholas Ziff Griffin**  
*Director of Economic Development*  
**Downtown Center Business Improvement District**  
[ngriffin@downtownla.com](mailto:ngriffin@downtownla.com) / (213) 416-7522

On Jun 16, 2016, at 7:05 PM, Noah Strouse <[noah@historiccore.bid](mailto:noah@historiccore.bid)> wrote:

Thanks! Not sure why earlier emails didn't come through, but I have officially received this one.

Noah



**NOAH STROUSE**  
*Director of Marketing & Services*

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On Thu, Jun 16, 2016 at 5:36 PM, Nick Griffin <[NGriffin@downtownla.com](mailto:NGriffin@downtownla.com)> wrote:

**Dear Moderators and Subject Matter Experts Â-**

Thank you for your commitment to participate in our **Innovate DTLA Leadership Symposium** on **Wednesday June 22<sup>nd</sup>**. The program begins at **8:00am** and, the table discussions will start at **10:30am**, lasting about an hour. When the event begins, we ask that you sit at your assigned table so you don't have to move when the discussion section begin.

**John Bwarie** - who is copied on this email - will be managing the discussion group participants and will follow up with any additional information. Please feel free to contact John or myself with any questions or issues.

**A list of the tables, assignments and descriptions is below and attached.**

**Moderators** at each table will make sure the big ideas are captured as the session goes on and will share those highlights with Nick for the report out at the end of the event. They are also charged with making sure the conversation doesn't get "stuck" and that all participants are able to engage.

**Subject Matter Experts** (SMEs) at each table are there to offer insights and lend their expertise to the conversation. We hope you'll be able to share opinions on your respective topic

During the discussions, other attendees who are not assigned to a table will have the opportunity to visit more than one table. They may just listen and they may also offer their perspective. An announcement will be made after 20 minutes have passed letting attendees know that they can move tables - SMEs should remain at their designated table.

We look forward to having you contribute to the launch of this initiative.

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## **Symposium Discussion Groups**

- Â· Our 10 discussion subjects are clustered under the 5 key factors that define an Innovation District.
- Â· The main questions on all of these subjects are:
  - 1) What do we currently have?
  - 2) How can we nurture and improve what we have and attract and develop more?

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**1) CRITICAL MASS:** *Does DTLA have the assets to attract innovation companies, people, and resources?*

## **Buildings and Workplaces**

*Open innovation is changing where firms locate and how buildings and workplaces are designed, with an emphasis on space for collaboration and interaction, both inside and outside the office and building.*

### **Participants**

James Malone, Brookfield

Andrew Hales, Unispace

Evan, Commonwealth

Peter Zellner, ZNC

John Zanetos, CBRE

**Moderator:** Rachel Horning, StartUps in the Sky

### **Innovation Pipeline**

*Research and educational institutions, large firms, SMEs, start-ups, and entrepreneurs focused on developing cutting-edge technologies, products, and services for the market.*

### **Participants**

Colin Rhys and Bruce Upbin, Hyperloop One

John Goldman, Greycroft Partners

Ava Bromberg, MakerCity LA

James Bottom, USC

Mike Swords, LACI

**Moderator:** Elan Shore, DCBID

**2) COMPETITIVE ADVANTAGE:** *Is DTLA leveraging assets and strengths, to support innovation?*

**Talent Attraction/ Development**

*Workers with specialized knowledge and skills are necessary to generate new discoveries, design new products and services, improve processes, and commercialize ideas for the marketplace.*

**Participants**

Nick Loui, Vixlet

Kat Yalung, General Assembly

Jay Tucker, USC

**Moderator:** Julia Marino, DCBID

**Defining DTLA**

*Understanding and communicating a district's unique qualities, assets and advantages is critical to attracting and supporting innovative companies and individuals and setting priorities for the area.*

**Participants**

Yo Santosa, LA Downtowner

Steven Sharp, Urbanize LA

John Rigardi, LA Downtown News

Brian Eck, LA City Planning

**Moderator:** Gerren Kelsaw

**3) DIVERSITY & INCLUSION:** *Is DTLA providing broad opportunity for LA residents?*

**Employment**

*Innovation districts grow jobs in multiple sectors offering opportunities to connect residents to occupations that require disparate sets of skills and work experience.*

**Participants**

Jan Perry, City of LA Economic Development and

Christian Foster, Odesus

Russell Horning, LA County, Office of Hilda Solis

**Moderator:** Chris Rico, LAEDC

-

**Education/Training**

*Innovation districts can provide a platform for inclusive growth in surrounding neighborhoods as well as creating educational, employment, and other opportunities at a range of socio-economic levels.*

**Participants**

Wayne Smutz, UCLA Extension

Ming Fung, Sci-Arc

Richard Fliegel, USC

**Moderator:** Jill Mamey, Stratsiscope

**4) QUALITY OF PLACE:** *Does DTLA have the places, experiences and mobility that facilitate innovation?*

## **Public Spaces & Mobility**

*Live/work walkable/bike-able areas connected by transit and technology attract innovative companies and creative individuals by enabling intentional and spontaneous communication and collaboration.*

### **Participants**

Steven White, Syncromatics

Joshua Schank, LA Metro

Shane Phillips, LA Streetcar

Rubina Ghazarian, Metro Bike Share

Mike Shull, LA Rec and Parks

Brian Golodney, Gensler

Valerie Watson, DOT

**Moderator:** Ari Simon

## **Residential & Retail**

*Residents are a vital component of a vibrant urban core, while amenities activate district streets and public spaces, all of which makes an area more compelling and convenient for companies and workers.*

### **Participants**

Clare Debriere, Ratkovich

Sam Brownell, Blatteis & Schnur

Nate Koach, Sub Urban Riot

Fredrik Carlstrom, Austere

Cinia Finfer; Mary Fagnano; Michael Berne

**Moderator:** Noah Strouse

**5) CULTURE & COLLABORATION:** *Is DTLA connecting people, places, institutions to support innovation?*

**Networking**

*Social and professional networks within and across sectors – virtual and “in person” are the connective tissue and nervous system of dynamic innovation districts, facilitating communication and collaboration.*

**Participants**

Lindsey Keefner, Nationbuilder

Elizabeth Reynolds, Cross Campus

Audrey Bellis, Startups DTLA

**Moderator:** Neal Anderberg, City Impact Lab

**Civic Engagement/Investment**

*Public and private investment and engagement in the “infrastructure of innovation” – ranging from technology to policy to marketing – are critical to the growth and impact of innovation districts.*

**Participants**

Paul Vandeventer Community Partners

Stephen Kane, Grid 110

John Szabo, LA Public Library

Angie Jean-Marie, Goldhirsh

**Moderator:** John Bwarie, Stratscope

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**Nicholas Ziff Griffin**

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